

We're interested in your feedback, so please let us know what you find helpful or any ideas you have for future editions by emailing us at marketing@suburbanpropane.com.

Opportunity Zone - Propane-powered Standby Generators

Power lines can go down for various reasons including snow, hurricanes or even a simple thunderstorm. Depending on the circumstances an outage of an hour can quickly be more than an inconvenience. Are you looking for another stream for your propane gallons?



A standby generator powered by propane offers advantages that other fuel sources simply can't match:

- Can handle an entire home's energy needs for days, unlike solar- or wind- powered systems
- Supplies electricity in as little as 10 seconds after an outage
- Most units produce as little as 60 decibels of noise, comparable to normal conversation

Plus, propane:

- Doesn't degrade over time, unlike diesel or gasoline, making it an ideal standby power fuel
- Is non-toxic, non-poisonous and won't contaminate soil or water
- Produces significantly fewer greenhouse gas emissions than diesel or gasoline

To help build customer loyalty by helping your customers be prepared, [download](#) and print this helpful flyer.

*Courtesy of Propane Research & Education Council

Helping You Help Your Customers - Troubleshooting FAQs

Q: Why do propane tanks frost up?

When the tank valve is opened, liquid propane, which is -44 degrees, begins to draw heat from the inner walls of the tank, causing it to boil and then vaporize. This transfer of energy makes the walls of the tank cold. When combined with outside humidity, it causes frost to form, but is not



considered dangerous.

If you still have questions, please contact your local Suburban Propane representative.

Thanksgiving Digital Campaign Results

Continuing the momentum of the summer reseller promotions, we created a campaign in November focused on tailgating and the Thanksgiving holiday.

Check out the results:

- Over **300,000 emails** sent to our customers promoting reseller locations
- Emails achieved an **open rate of 49.5%**, 2 times the industry average
- Facebook ads reached nearly **1.5 M customers and non-customers**

